

1-68. (cancelled)

69. (withdrawn) A method of visualizing a performance of a set of messages, said method characterized in that said method includes virtual or actual construction of a two-dimensional graphical plot, and further characterized in that the x-axis of the graphical plot runs over the different messages, the y-axis of the graphical plot runs over different levels or values of a message attribute, and the color or shade of gray represents the performance of that message for that level or value of the targeting attribute.

70. (withdrawn) A method of visualizing a performance of a set of messages, said method characterized in that said method includes virtual or actual construction of a two-dimensional graphical plot, and further characterized in that the x-axis of the graphical plot runs over one targeting attribute, the y-axis of the graphical plot runs over another targeting attribute, and the color or shade of gray represents the performance of the best message for that attribute combination.

71. (withdrawn) A method of visualizing a performance of a set of messages, said method characterized in that said method includes virtual or actual construction of a two-dimensional graphical plot, and further characterized in that the x-axis of the graphical plot runs over one targeting attribute, the y-axis of the graphical plot runs over another targeting attribute, and the color or shade of gray identifies the message that performs best for that attribute combination.

72. (withdrawn) A method for improving the performance of advertising messages in an interactive measurable medium, said method comprising:

dividing visitors into segments based on the performance of different messages for different visitors;

constructing a segmentation, based on the performance of message alternatives for different visitor types, where visitors are classified by demographic or psychographic information along a number of attributes; and

comparing different segmentations to determine which segmentation will lead to the maximum visitor response.

73. (withdrawn) A computer program product for use in conjunction with a computer system, the computer program product comprising a computer readable storage medium and a computer program mechanism embedded therein, the computer program mechanism, comprising: a program module that directs the computer system and/or components thereof, to function in a specified manner to improve the performance of advertising messages in an interactive measurable medium, the program module instructions for:

dividing visitors into segments based on the performance of different messages for different visitors;

constructing a segmentation, based on the performance of message alternatives for different visitor types, where visitors are classified by demographic or psychographic information along a number of attributes; and

comparing different segmentations to determine which segmentation will lead to the maximum visitor response.

74. (new) Apparatus, comprising:

- a processor;
- a computer memory holding computer program instructions which when executed by the processor comprise:
 - an optimization process programmed to receive message performance information and to generate recommended message allocations;
 - a segmentation process programmed to segment a target visitor population into a set of segments using one or more templates each comprising one or more cells, wherein the segmentation process compares a set of possible segmentations and uses a greedy algorithm to identify a segmentation that segments the target visitor population such that each cell for a given template belongs to one of the segments; and
 - an allocation process programmed to receive the recommended message allocations from the optimization process and to receive the set of segments from the segmentation process and, in response, generating message allocations.